

REPORT TO COUNCIL



Date: November 14, 2011

To: City Manager

From: Land Use Management, Community Sustainability (BD)

Application: DVP11-0172 **Owner:** Kelowna Motors Investments Ltd., Inc.

Address: 2560 Enterprise Way **Applicant:** Kelowna Motors Ltd. (Mathew August)

Subject: Development Variance Permit Application

Existing OCP Designation: Industrial

Existing Zone: I2- General Industrial

1.0 Recommendation

THAT Council authorize the issuance of Development Variance Permit No. DVP11-0172, for Lot 4, District Lot 125, ODYD Plan KAP69740, located on Enterprise Way, Kelowna, BC;

AND THAT a variance to the following section of Sign Bylaw No. 8235 be granted:

Section 6.1 - Number of Signs and maximum permitted area of signs in the I2 zone:

To vary the permitted number of signs per business from 2 signs permitted to 3 signs proposed, as per schedule "A".

2.0 Purpose

The applicant is seeking to vary the quantity of signs proposed on an existing industrial building.

3.0 Land Use Management

A variance to the Sign Bylaw is sought to allow an additional fascia sign to be mounted on a new feature wall. The plan shows that the wall facilitating the sign will be constructed in the centre of the building as part of a corporate initiative required by Mazda Canada. The proposed changes add a visual focal point to the building enhancing the form and character, but do not affect the existing siting and street rhythm. The subject property is surrounded by other vehicle dealerships which have all been constructed using corporate branded building style, colours, and signs.

It is noteworthy that Mazda has only one product and one brand within the building unlike neighbouring dealerships, which contain multiple businesses or brands and, therefore have more than two fascia signs as permitted by the Sign Bylaw. The purpose of Mazda's planned additional sign is to emphasize marketing and may assist in distinguishing the site from the surrounding

businesses. The requested additional sign is reflective of the auto dominated nature of the business and the area, and does not compromise the scale or visual qualities of the building.

4.0 Proposal

4.1 Project Description

The dealership was constructed in 2001 as part of the Enterprise Way “Auto Mall” expansion in the Central Park Golf Course Area Structure Plan. A “performance wall” is being added to the building center as directed by Mazda’s corporate head office which will feature a third fascia sign. This wall will protrude over the existing building roof line and be painted a dark colour.

The site has a number of existing signs including a pylon sign along Enterprise Way and two fascia signs on the front of the building. A directional sign for “parts and service” is located over the service entrance. The proposed sign will be attached near the top of the new feature wall.

The proposed feature wall and sign are unobtrusive and add a visual element to the existing building. It meets the height requirements of the Zoning Bylaw. Given the size of the feature wall the proposed sign is relatively small and tasteful. The vinyl lettering is back lit with blue LED’s for each letter and utilizes white LED lights to illuminate the corporate logo.

The proposal compares to the Sign Bylaw 8235 requirements as follows:

Analysis Table		
CRITERIA	PROPOSAL	I2 SIGN REQUIREMENTS
Awning, Fascia, Canopy signs	<ul style="list-style-type: none"> • 3 signs proposed ① <p>Total of area of the proposed sign = 3.0 m² (5% of the linear wall)</p>	<p>2 signs per business frontage</p> <p>a. maximum total area is 1.0 m² per lineal metre of building frontage to a maximum of 20% of the wall it is attached to.</p>
Free-standing	1 sign on Enterprise Way	Maximum of 1 sign

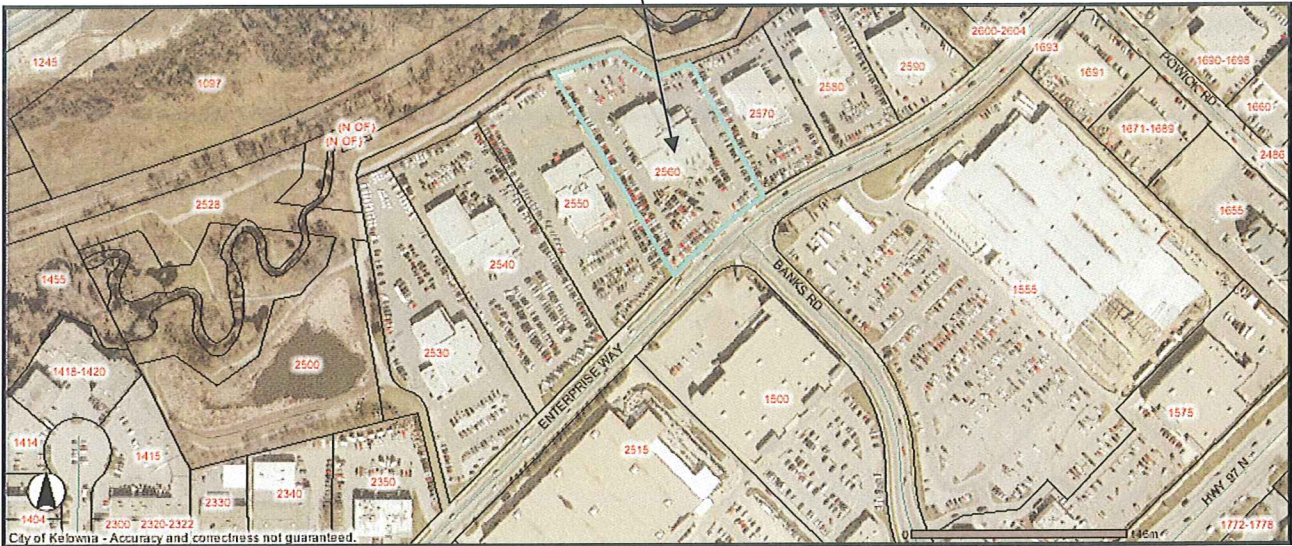
① To vary the number of fascia signs permitted from 2 to 3.

4.2 Site Context

The subject property is located on the north side of Enterprise way in the Highway centre area of Kelowna. The surrounding properties are zoned as follows:

<u>Direction</u>	<u>Zone</u>
North	P3- Parks and Open Space
West	I2 - General Industrial (Vehicle sales)
East	I2 - General Industrial (Vehicle Sales)
South	C3 - Community Commercial (Central Park Shopping centre)

4.3 Subject Property Map: 2560 Enterprise Way



5.0 Current Development Policies

5.1 Official Community Plan Chapter 14 - Urban Design Development Permits Areas

Section 17.0 - Signs¹

17.1 Integrate signage that contributes to the overall quality and unique character of a development (e.g. coordinate proportion, materials, and colour);

17.2 Do not compromise the scale and visual qualities of a building with the size and number of signs;

17.3 Locate, size, and format signs such that they can be easily read by pedestrians.

5.2 Central Park Golf Course Area Structure plan/ May 2, 2000 No comment regarding design or sign guidelines.

6.0 Technical Comments

6.1 Building & Permitting Department

No Comment.

6.2 Development Engineering Department

The erection of a second sign on the property does not compromise any Development Engineering requirements.

¹ OCP Chapter 14 page 14.13

7.0 Application Chronology

Date of Application Received: September 23, 2011

Advisory Planning Commission:


The above noted application was reviewed by the Advisory Planning Commission at the meeting on November 8th and the following recommendations were passed:

THAT the Advisory Planning Commission supports Development Variance Permit Application No. DVP11-0172 by M. August, to vary Sign Bylaw 8235 to allow one (1) additional fascia sign.

Anecdotal Comment:

The Advisory Planning Commission supported the Development Variance Permit as it is non-impacting.

Report prepared by:



Birte Decloux, Urban Land Use Planner

Reviewed by:



Danielle Noble, Manager, Urban Land Use Management

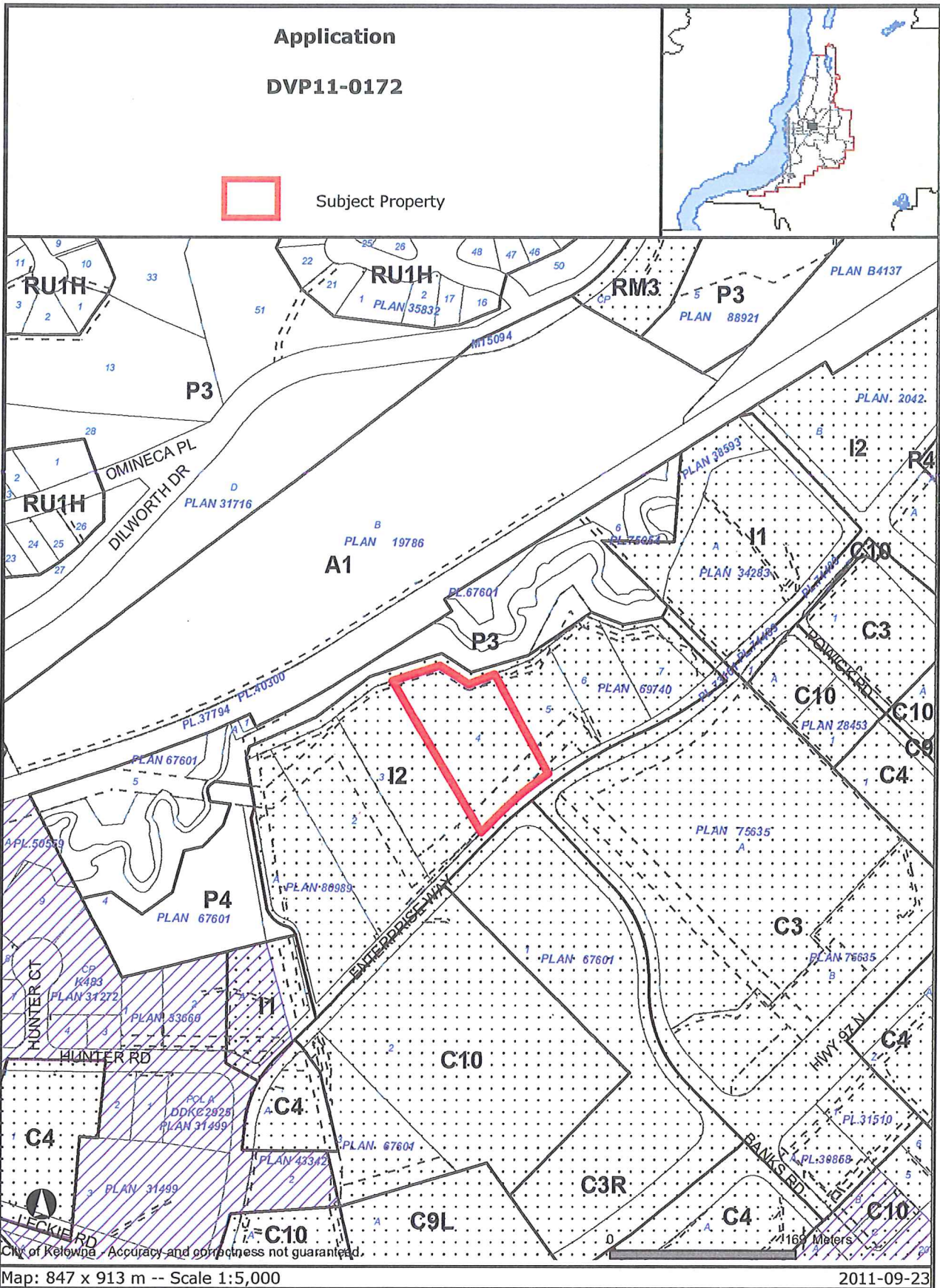
Approved for Inclusion:



Shelley Gambacort, Director, Land Use Management

Attachments:

Subject Property Map
Site Plan
Conceptual Elevations
Rendering
Sign details
Context/Site Photos



Certain layers such as lots, zoning and dp areas are updated bi-weekly. This map is for general information only.
 The City of Kelowna does not guarantee its accuracy. All information should be verified.



THIS DRAWING MUST NOT BE USED BY ANY OTHER CONTRACTOR OR TRADE PROFESSIONAL WITHOUT THE WRITTEN CONSENT OF RENAISSANCE. ANY CHANGES SHALL BE THE RESPONSIBILITY OF THE CLIENT. THIS DRAWING IS THE PROPERTY OF RENAISSANCE AND SHALL NOT BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, INCLUDING PHOTOCOPYING, RECORDING, OR BY ANY INFORMATION STORAGE AND RETRIEVAL SYSTEM, WITHOUT THE WRITTEN PERMISSION OF RENAISSANCE.

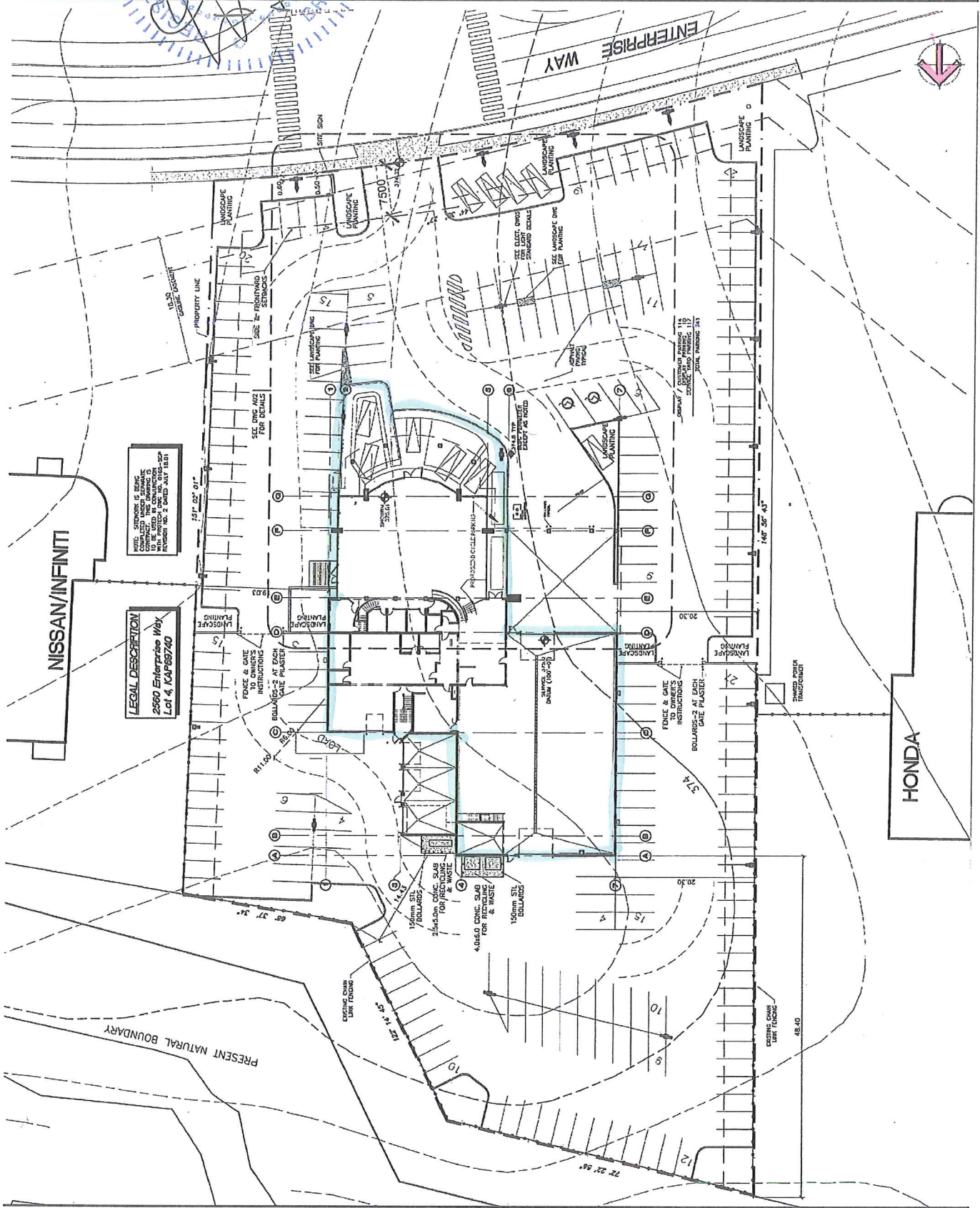
NO.	REVISIONS	DATE
1	ISSUED FOR CLIENT REVIEW	AUG 4, 2011
2	ISSUED FOR VARIANCE PERMIT	AUG 9, 2011
3		
4		
5		

PROJECT:
KELOWNA MOTORS FOR IMPROVED KELOWNA SIGN BYLAW DEVELOPMENT VARIANCE
KELOWNA, BC

DRAWING TITLE:
SITE PLAN

DRAWN BY:
TJ
CHECKED BY:
TJ
SCALE:
1:250
DATE:
JUL 27, 2011
CLIENT PROJECT NO.:

CONSULTANT PROJECT NO.:
RFP PROJECT NO.:
DRAWING NO.:
11284
DRAWING TITLE:
A-101



LEGAL DESCRIPTION
2560 Enterprise Way
Lot 4, KAP69740

NOTE: SURVEY & BEING COMPLETED. REFER TO THE RECORD OF SURVEY FOR THE LATEST REVISIONS. PERMIT NO. 2 DATED MAY 18, 2011.

FENCE & GATE BOLLARDS AT EACH GATE PLASTER

CONCRETE SLAB FOR RECYCLING & WASTE BOLLARDS AT EACH GATE PLASTER

LANDSCAPE PLANTING

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IN THE RENAISSANCE MUST NOT BE CALLED, THE DESIGN CONTRACTOR OR ARCHITECT, FOR ANY WORK, OR FOR ANY LIABILITY, ARISING OUT OF OR IN CONNECTION WITH THIS DRAWING, UNLESS THE CLIENT HAS SPECIFICALLY AGREED IN WRITING TO SUCH A LIABILITY. THE CLIENT'S AGREEMENT TO SUCH A LIABILITY IS A CONDITION OF THE CLIENT'S USE OF THIS DRAWING. THE CLIENT'S AGREEMENT TO SUCH A LIABILITY IS A CONDITION OF THE CLIENT'S USE OF THIS DRAWING. THE CLIENT'S AGREEMENT TO SUCH A LIABILITY IS A CONDITION OF THE CLIENT'S USE OF THIS DRAWING.

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2	ISSUED FOR VARIANCE PERMIT	AUG 9, 2011	TJ
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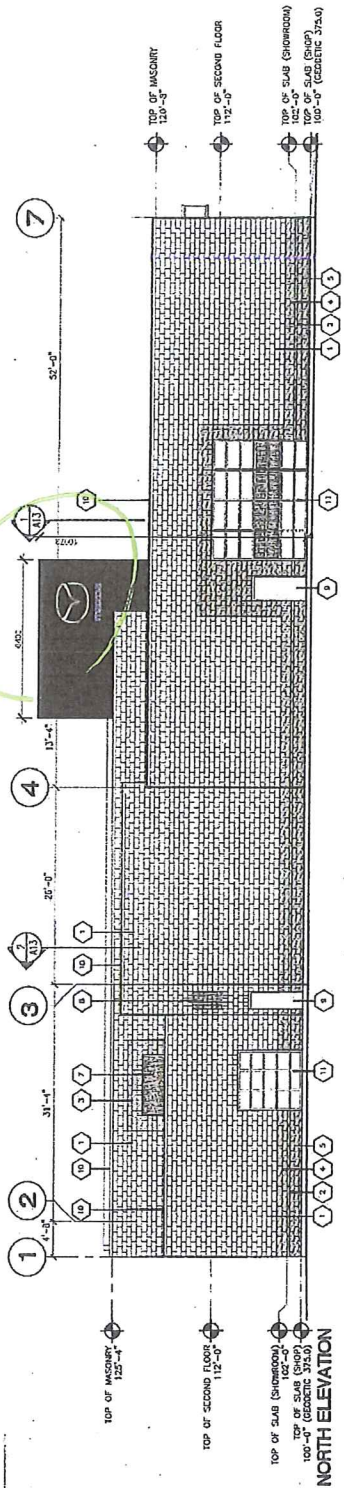
PROJECT:
**KELOWNA MOTORS FOR IMPROVED
KELOWNA SIGN BYLAW
DEVELOPMENT VARIANCE**

LOCATION:
KELOWNA, BC
DRAWING TITLE:
ELEVATIONS

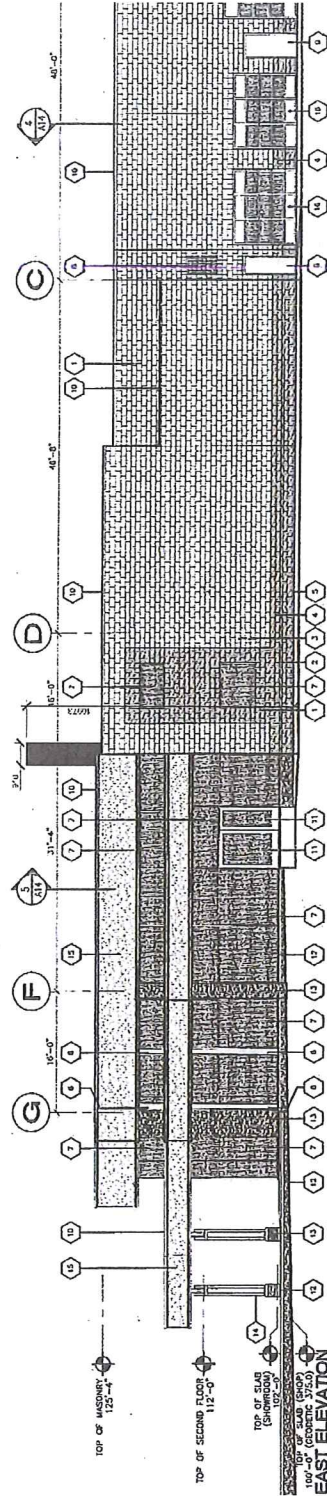
DRAWN BY:
TJ
CHECKED BY:
TJ
SCALE:
1:1.50
DATE:
JUL 22, 2011
CLIENT PROJECT NO.:

CONSULTANT PROJECT FILE:
RMP - PROJECT NO.:
DRAWING NO.:
11284 A-105

Proposed sign



NORTH ELEVATION



EAST ELEVATION

RENAISSANCE

Renaissance - GHM Architects Inc.

300 WEST 57TH AVENUE
 SUITE 1100
 DENVER, CO 80202
 TEL: 303.733.8888
 WWW.GHMARCHITECTS.COM



PLEASE EXAMINE THIS PLAN SET CAREFULLY. THE GENERAL CONTRACTOR SHALL VERIFY THE ACCURACY OF ALL DIMENSIONS AND CONDITIONS AS SHOWN ON THESE DRAWINGS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE APPLICABLE AGENCIES AND AUTHORITIES. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE APPLICABLE AGENCIES AND AUTHORITIES. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE APPLICABLE AGENCIES AND AUTHORITIES.

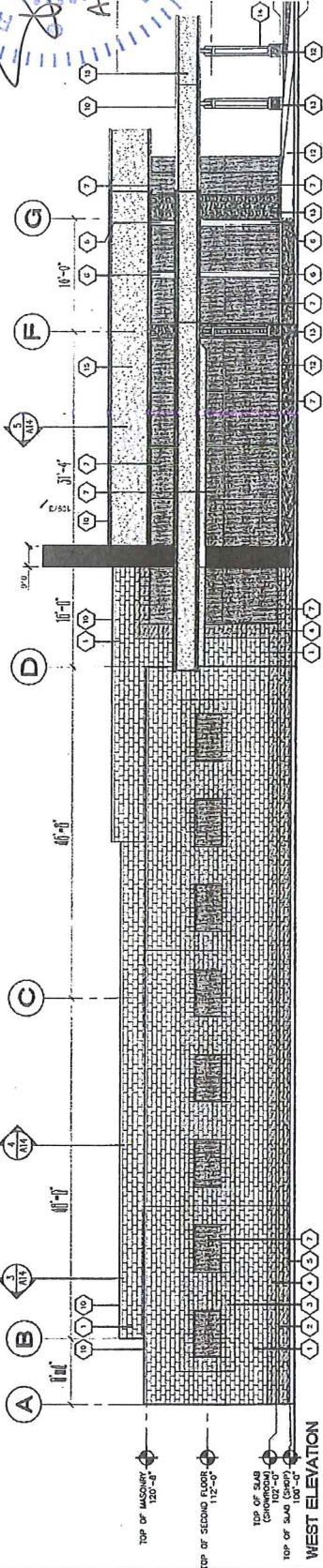
NO.	REVISIONS	DATE
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 KELOWNA SIGN BYLAW
 DEVELOPMENT VARIANCE
 - KELOWNA, BC

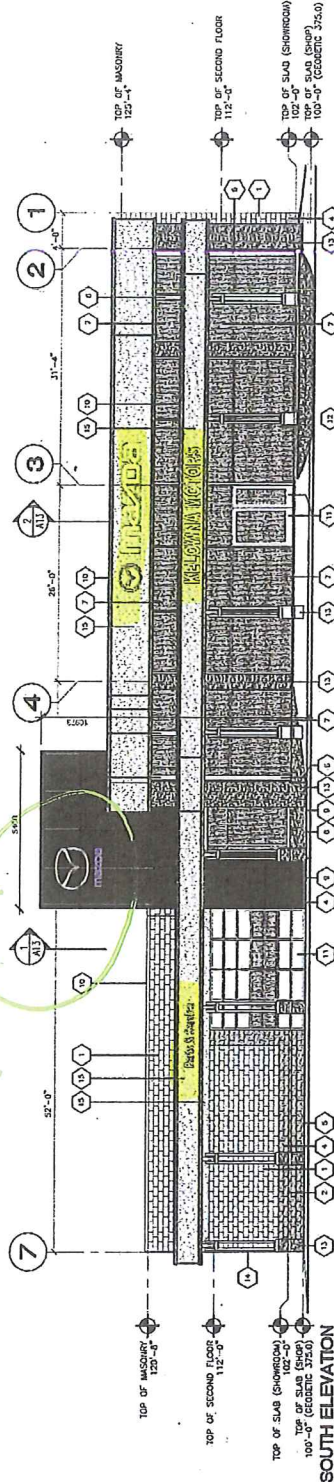
DRAWING TITLE:
 ELEVATIONS

DRAWN BY:
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 SCALE:
 DATE:
 CLIENT PROJECT NO.:

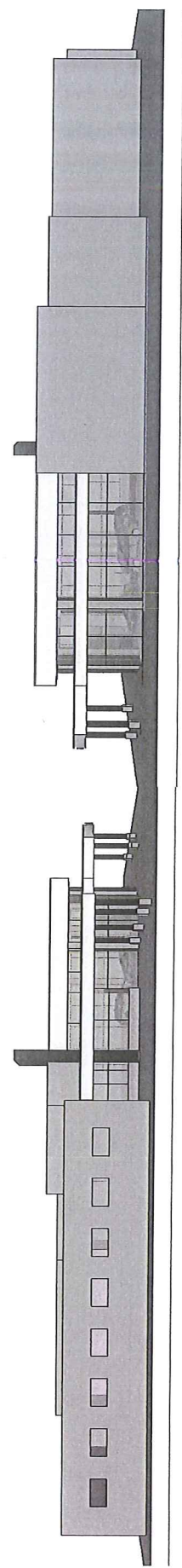
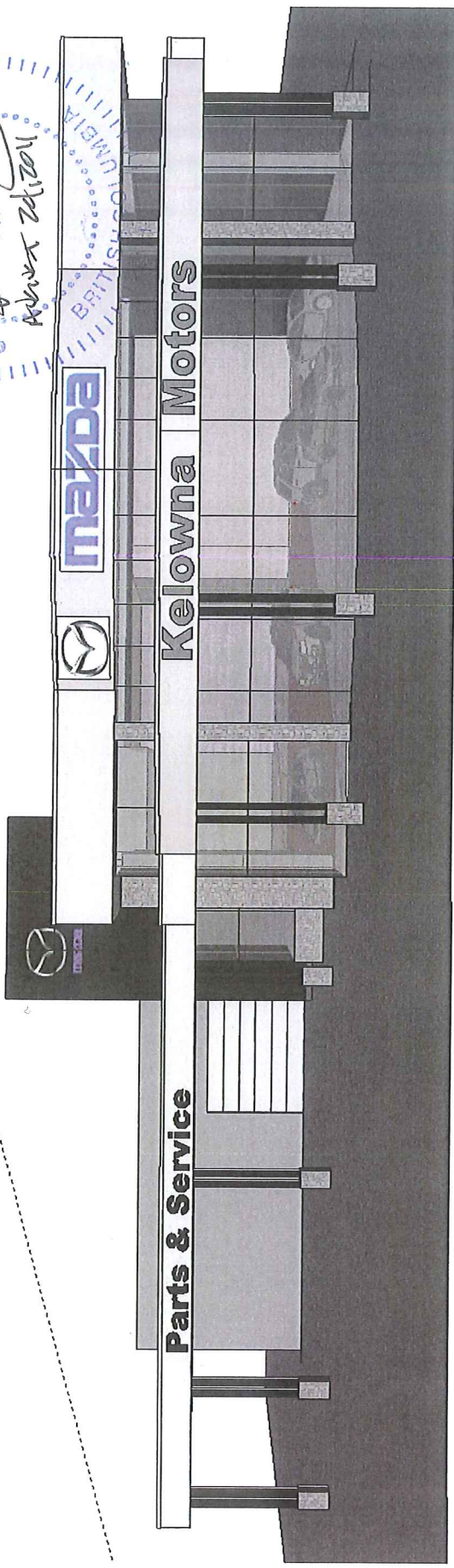
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 PROJECT NO. A-104



Proposed sign



existing signs

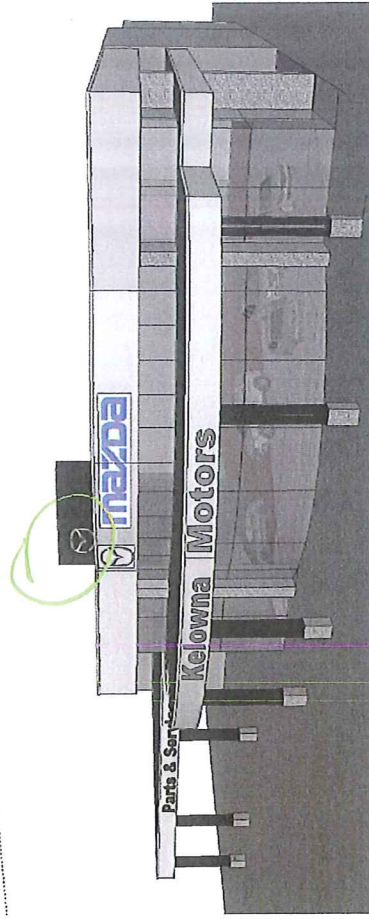
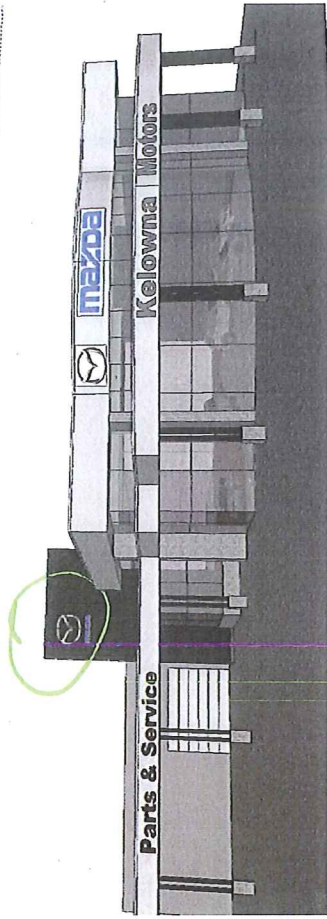
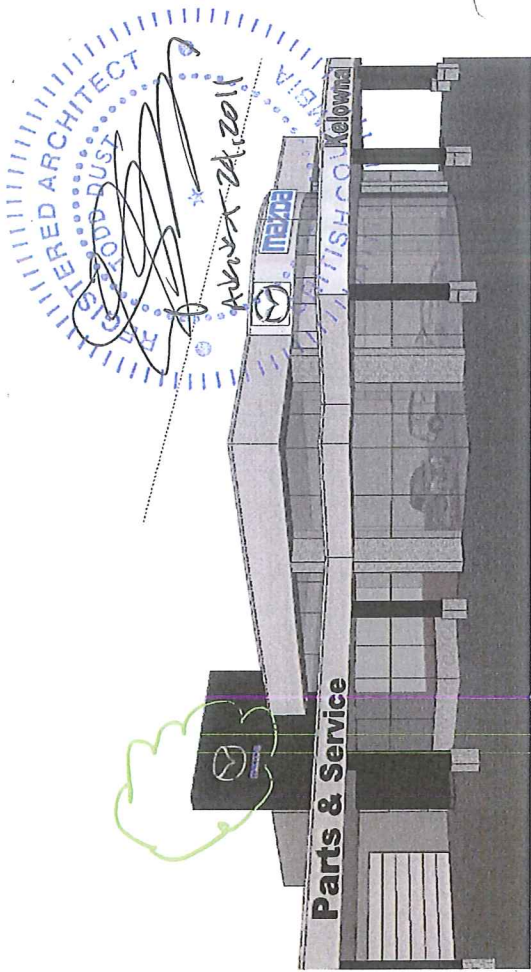


KELOWNA MOTORS FOR MAZDA - SIGNAGE -

RENAISSANCE- GHM ARCHITECTS AUGUST 25 2011




KELOWNA MOTORS FOR MAZDA - SIGNAGE -

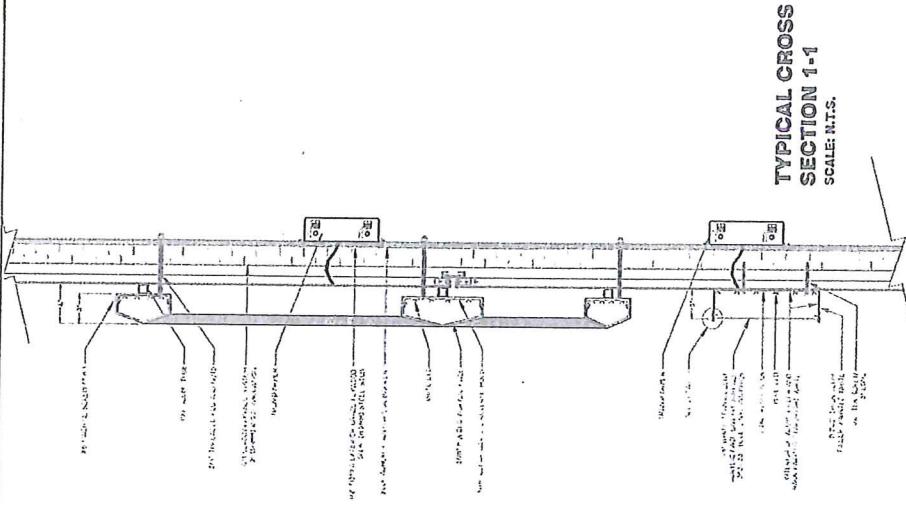


RENAISSANCE - GHM ARCHITECTS - AUGUST 25 2011

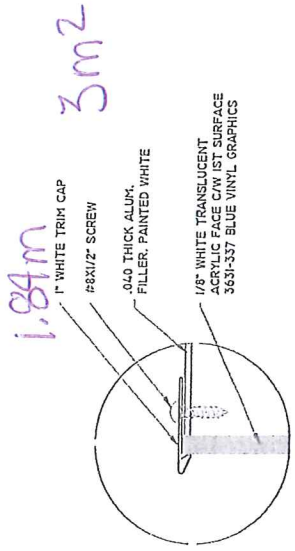
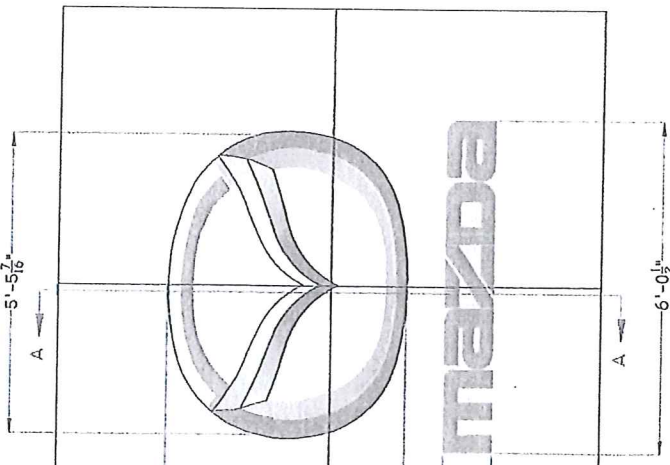
MAZDA PW57 33IN LED LOGO AND 11IN LED WORDMARK

DWG#: 605D0449 REV: 5
 PAGE 1 OF 2
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 PROJECT NAME: 
 LOCATION: VARIOUS
 COLORS: MAZDA BLUE 337
 NOTES: TEXT FONT: HELVETICA MEDIUM
 PLANT MANAGER:
 PRODUCTION COORDINATOR:
 PRODUCTION MANAGER:
 SALESPERSON/COORDINATOR:
 CUSTOMER APPROVAL:
 DESIGN HEAD APPROVAL:
 DRAWN & REVIEWED BY: D.K.
 DATE: SEPT 22, 05

ESTIMATED WEIGHT OF SIGNAGE
 APPROX. WEIGHT OF SIGNAGE: 70 LBS



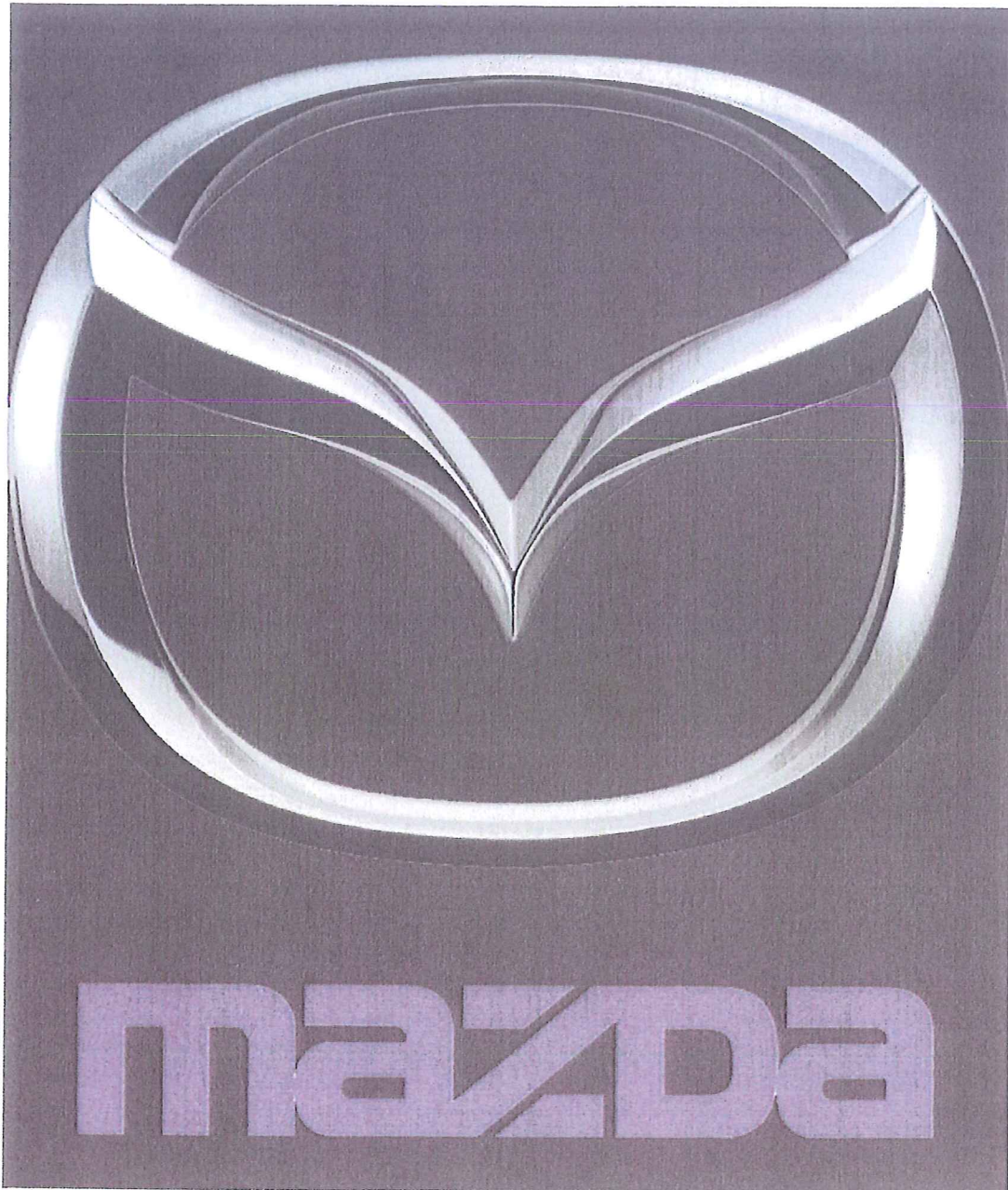
REV	DESCRIPTION	PAGE #	NAME	DATE
5	ADDED LEADS TO 7"	2	A.M.	JUNE 30/01
4	INDICATED LEAD LENGTH TO BE 70"-0"	2	T.T.	JUN 8/08
3	REVISED LED LAYOUT AS PER CONSTRUCTION	2	T.P.	SEP 27, 05
2	CHANGED CROSS SECTION	1	T.P.	SEP 27, 05
1	CHANGED LED LAYOUT	2	T.P.	APR 24, 05



THIS WORK HAS BEEN DESIGNED FOR CONSTRUCTION BY AND IS THE SOLE PROPERTY OF, PROVINCIAL SIGN SYSTEMS. ANY REFERENCE OR CREDIT FOR THIS WORK MUST RECEIVE PRIOR WRITTEN APPROVAL.

PROVINCIAL
 sign systems
 375 Franciscan St. Alaka, Ont. L1S 1R4
 TEL: (905) 428-1791 FAX: (905) 428-1790

Kelowna Motors for Mazda – Proposed Colours for Additional Signage



Component:	Signage Background	Mazda Logo	Mazda Lettering
Material:	Alucobond	Moulded Acrylic	Acrylic
Colour:	Anthrazit Gray 105	Aluminum	Translucent White w/ Blue Vinyl
Backlights:	Not Applicable	White LED	Blue LED

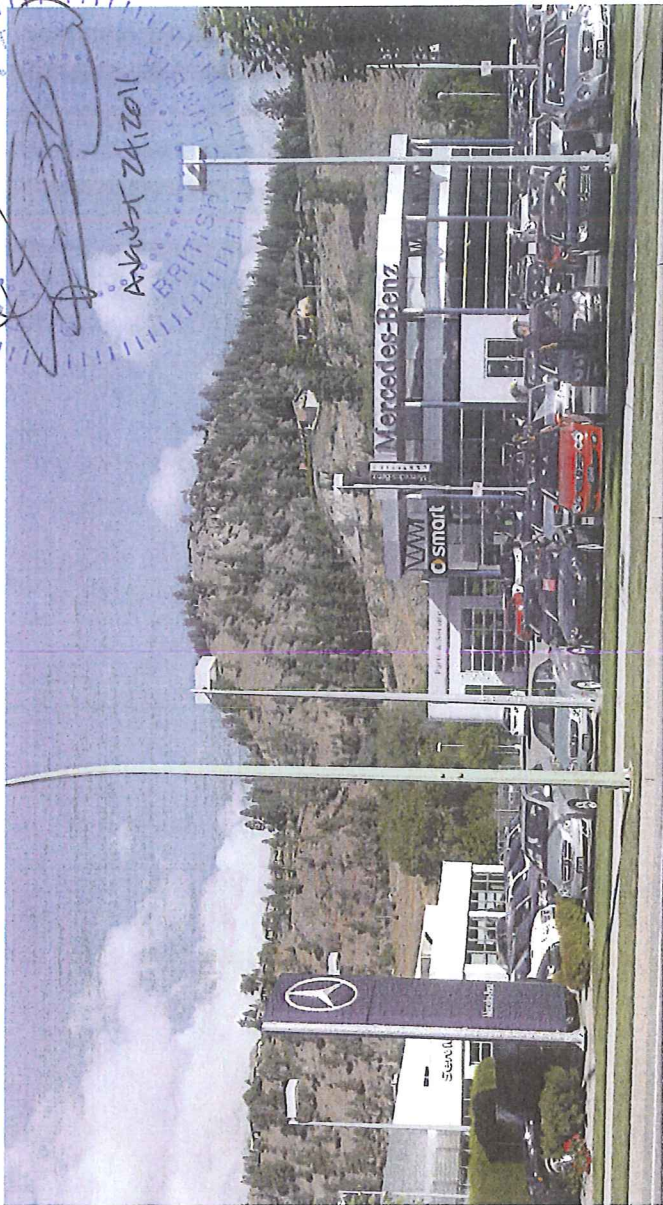
Kelowna
 303 Queensway Avenue, V1Y 8E6
 T (250) 762 2503 F (250) 861 5047

Alexander Kristiansen, MAIBC
 Todd Dust, MAIBC

Surrey
 203-10190 152 A Street, V3R 1J7
 T (604) 581 8128 F (604) 581 8148

Ron Hoffart, MAIBC
 Mark Mathiasen, MAIBC

REGISTERED ARCHITECTS
 GOOD DUST
 August 24, 2011
 BRITISH COLUMBIA



RENAISSANCE - GHM ARCHITECTS AUGUST 05 2011



KELOWNA MOTORS FOR MAZDA - SIGNAGE -

CITY OF KELOWNA

APPROVED ISSUANCE OF A:

Development Variance Permit No. : DVP11-0172

EXISTING ZONING DESIGNATION:	I2- General Industrial
WITHIN DEVELOPMENT PERMIT AREA:	NA

ISSUED TO:	Kelowna Motors Ltd. (Mathew August)
LOCATION OF SUBJECT SITE:	2560 Enterprise Way

	LOT	D.L.	PLAN	SECTION	TOWNSHIP	DISTRICT
LEGAL DESCRIPTION:	4	125	KAP69740			ODYD

SCOPE OF APPROVAL

- This Permit applies to and only to those lands within the Municipality as described above, and any and all buildings, structures and other development thereon.
- This Permit is issued subject to compliance with all of the Bylaws of the Municipality applicable thereto, except as specifically varied or supplemented by this Permit, noted in the Terms and Conditions below.
- Applicants for Development and Development Variance Permit should be aware that the issuance of a Permit limits the Applicant to be in strict compliance with regulations of the Zoning Bylaw or Subdivision Control Bylaw unless specific Variances have been authorized by the Permit. No implied Variances from bylaw provisions shall be granted by virtue of drawing notations which are inconsistent with bylaw provisions and which may not have been identified as required Variances by the Applicant or City staff.

1. TERMS AND CONDITIONS:

THAT a variance to the following section of Sign Bylaw No. 8235 is granted:

Section 6.1 - Number of Signs and maximum permitted area of signs in the I2 zone:

To vary the permitted number of signs per business from 2 signs permitted to 3 signs proposed.

2. The development shall commence by and in accordance with an approved Building Permit within ONE YEAR of the date of the Municipal Council authorization resolution.

3. PERFORMANCE SECURITY:

As a condition of the issuance of this Permit, Council is holding the security set out below to ensure that development is carried out in accordance with the terms and conditions of this Permit. Should any interest be earned upon the security, it shall accrue to the Permittee and be paid to the Permittee if the security is returned. The condition of the posting of the security is that should the Permittee fail to carry out the development hereby authorized, according to the terms and conditions of this Permit within the time provided, the Municipality may use the security to carry out the work by its servants, agents or contractors, and any surplus shall be paid over to the Permittee, or should the Permittee carry out the development Permitted by this Permit within the time set out above, the security shall be returned to the Permittee. There is filed accordingly:

- (a) Cash in the amount of \$ n/a .
- (b) A Certified Cheque in the amount of \$ n/a .
- (c) An Irrevocable Letter of Credit in the amount of \$ n/a .

Before any bond or security required under this Permit is reduced or released, the Developer will provide the City with a statutory declaration certifying that all labour, material, workers' compensation and other taxes and costs have been paid.

4. DEVELOPMENT:

The land described herein shall be developed strictly in accordance with the terms and conditions and provisions of this Permit and any plans and specifications attached to this Permit which shall form a part hereof.

If the Permittee does not commence the development Permitted by this Permit within one year of the date of this Permit, this Permit shall lapse.

This Permit is not transferable unless specifically Permitted by the Municipality. The authorization to transfer the Permit shall, if deemed acceptable, be granted by Council resolution.

THIS Permit IS NOT A BUILDING Permit.

5. APPLICANT'S AGREEMENT:

I hereby declare that all the above statements and the information contained in the material submitted in support of this Permit are to the best of my belief, true and correct in all respects. Upon issuance of the Permit for me by the Municipality, then in such case, I covenant and agree to save harmless and effectually indemnify the Municipality against:

- (a) All actions and proceedings, costs, damages, expenses, claims, and demands whatsoever and by whomsoever brought, by reason of the Municipality granting to me the said Permit.
- (b) All costs, expenses, claims that may be incurred by the Municipality if the construction by me of engineering or other types of works as called for by the Permit results in damages to any property owned in whole or in part by the Municipality or which the Municipality by duty or custom is obliged, directly or indirectly in any way or to any degree, to construct, repair, or maintain.

I further covenant and agree that should I be granted a Development Permit or Development Variance Permit, the Municipality may withhold the granting of any occupancy Permit for the occupancy and/or use of any building or part thereof constructed upon the hereinbefore referred to land until all of the engineering works or other works called for by the Permit have been completed to the satisfaction of the Municipal Engineer and Director of Planning & Development Services.

Should there be any change in ownership or legal description of the property, I undertake to notify the Planning & Development Services Department immediately to avoid any unnecessary delay in processing the application.

I HEREBY UNDERSTAND AND AGREE TO ALL THE TERMS AND CONDITIONS SPECIFIED IN THIS PERMIT.

Signature of Owner/Authorized Agent

Date

Print Name in Bold Letters

Telephone No.

6. APPROVALS:

DEVELOPMENT VARIANCE PERMIT AUTHORIZED BY COUNCIL ON THE ____th DAY OF DECEMBER, 2011.

ISSUED BY THE PLANNING DEPT. OF THE CITY OF KELOWNA THE ____th DAY OF DECEMBER, 2011.

Shelley Gambacort
Director of Land Use Management

